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# USDA Inside USDA Information

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## IN THIS ISSUE

Electronic information distribution...recruitment announcements... upcoming COSDA meetings...and a few last minute topics fall into this issue. Read on....

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## NEWS FROM PURDUE

Ed Ferringer, Purdue, writes that his staff has been experimenting for several months with a computer-based word processing system through a cooperative arrangement using the ag engineering department's DEC 11/70 computer. They'll continue the tests through June 1980.

Ed says their farm news copy now is of better quality--in terms of mechanical production and in editing functions. They've also developed a press release and radio-TV tape service cue sheet filing structure which will greatly reduce amount of paper storage.

The files may eventually become the foundation of an information data base for the FACTS system which Cooperative Extension is putting into operation in Indiana. FACTS is the acronym for Fast Agricultural Communications Terminal System, a computer network which is linking county Extension offices with campus departments (in ag.) and computer facilities.

Further, Ed reports..."We are close to being able to set phototype by computer. Within a couple of weeks we should be able to drive our A/M Compset 500 directly from the computer. Final refinements are now being made on the software."

Purdue also is using a quality output printer (Diablo) for final camera ready copy for a variety of projects beyond news release preparation, including publication catalogs and a horse judging manual. The latter ultimately will be printed out on the Diablo and photographed at 15 percent reduction...eliminating type-setting costs which easily could have been \$700-\$750.

Eventually, plans call for multiple input terminals to be placed in the ag. info. offices for use both by professional and clerical staff. Ed says training on use of the system is taking place now and interest is keen.

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## MORE ON DISTRIBUTION

Meanwhile, here in Washington surroundings, a consulting firm specializing in in-depth studies of electronic distribution held a briefing for the Technical Information Systems staff of SEA and others at the National Agricultural Library.

The firm, Link Resources Corporation of New York City, told everyone that more than 60 North American and 20 foreign organizations are studying the systems to enter the field.

A system called "viewdata" offers two-way communication. Almost any kind of subject can be introduced. Right now there are 20,000 British homes testing the system...and so is KSL-TV in Salt Lake City.

If you want more information about Link, write Eugene Farkas, SEA-TIS or call him at (301) 344-3843.

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#### COSDA DOINGS

"Inside..." got the word too late to announce in advance, but Janet Christensen, PIO with the Mass. Dept. of Food and Ag., wrote to tell us of a meeting in New Jersey, March 20-22, called the Northeast Agricultural Leadership Assembly.

The NE-COSDA (Communications Officers of State Departments of Agriculture) group is doing the slide series on northeast agriculture we reported in "Inside..." some time ago. Jan wrote that the group also is sponsoring its first award program for news reporting...winners to be announced soon...and the award is to be made annually.

The annual COSDA meeting will be held May 20-22 in Kalamazoo, Mich. Regional meetings are scheduled for Sunday afternoon, May 20, with the annual banquet on Tuesday night, May 22...in between there will be time for show and tell sessions, speakers on several current topics, and a bus tour of the southwestern Michigan fruit belt...including wineries.

Meeting site will be the Hilton Inn Convention Center in downtown Kalamazoo.

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#### A FIRST TO MARCIE

Marcella M. Memolo (That's Marcie, folks) of GPA's press division recently was a first place winner in the 1978 communications contest of the Capital Press Women. She won her award in the government category of special articles for her story on sun power in the SEA periodical, Agricultural Research. (Marcie recently moved full time from SEA to GPA.)

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#### OK...TOP THIS ONE

Larry Marton, GPA special reports, claims he has the longest running international radio program ever. It's his weekly question-answer program with the Voice of America's Breakfast Show.

Larry has been answering agricultural questions sent in by world-wide listeners for 8 years...that's more than 400 programs...with inquiries from 83 different countries.

VOA estimates that the Breakfast Show beams into 116 nations and territories and reaches an audience of at least 100 million. Larry can use only part of the questions...so many come in. Those whose questions he does answer get a USDA Yearbook as a prize.

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OREGON WANTS ASSISTANT Dick Floyd, Oregon State, has asked that we announce an opening he has for an assistant editor for the Oregon Agricultural Experiment Station at OSU, Corvallis.

The person hired will communicate results of ag research to farmers, growers, ranchers, and consumers...will write news releases, magazine articles, documentary material about ag research...will work with scientists in academic departments and branch experiment stations...edit, lay out, and help write a quarterly magazine...take photos of station activities...attend field days and special events.

Requirements include writing ability...including skills to interview scientists and to translate information into articles for non-scientists...2 years or more of news media experience...skills in photography and layout and design...a B.S. degree in journalism or related communication field.

The job will begin July 9. For application forms, write Richard Floyd, Editor, Ag Experiment Station Communications, ADS 416-R, OSU, Corvallis 97331. Or...call Dick at (503) 754-3615. Deadline for applications: April 20, 1979.

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IOWA STATE WANTS FOUR From Iowa State's Paul Yarbrough comes a request to spread the word about a position currently available there...where they're looking for someone to coordinate the ISU program in ag journ.

In fact, Paul sent notices of three other positions open this year. All four jobs carry 9-month appointments.

The coordinator job would possibly carry associate professor rank. The other three are assistant professors.

The four jobs are: agricultural journalism specialist (the coordinator job), where ag journ experience, teaching, and capability of promoting and enriching the ag journ program are necessary qualifications...with preference to candidates with graduate degrees; a journalism and mass communication teacher where preference will be given to candidates with a graduate degree, media experience, and high school teaching experience; another journalism and mass communication teacher where a PhD (or ABD) and professional media experience are required; and a broadcast journalism specialist for which preference will be given to candidates with a graduate degree and who have solid experience in one or more broadcast newsroom jobs, plus familiarity with news-film and both audio and videotape news reporting gear.

The line forms to the right...after sending resume, including present salary and three letters of reference to Professor Jack Shelley, chairman, faculty recruitment committee, Dept. of Journalism and Mass Communication, ISU, Ames 50011. Application deadline was April 1...but if you call Paul at (515) 294-4340 you might get in.

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AN INVESTMENT...

Mark Allen, Mich. State, sent us a copy of a special publication on agricultural research published for budget hearings and as a PR piece.

Entitled "Agricultural Research--An Investment," the booklet uses simple explanations and examples to show why the state should invest in research, how it pays, and who benefits.

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NATIONAL AGRICULTURAL LIBRARY  
RECEIVED

Mark points out that the ACE clip art book almost quintupled its value in this one publication alone. All the illustrations are clip art.

JUL 28 1980

He says he has a few additional copies if you'll write him...  
Dept. of Info. Services, MSU, East Lansing 48824.

PROCUREMENT SECTION  
CURRENT SERIAL RECORDS

Mark also points out that the north central ACE region will meet at the Kellogg Biological Station May 2-4...and promises more dope about program, exact location, etc., soon.

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BEATY MUSINGS ON  
TRAVEL

Layne Beaty, GPA radio-TV chief, made a swing through the southwest recently. One of his many visits was with Bob Halvorson, Univ. of Ariz. radio-TV man stationed in Phoenix. Bob broadcasts regularly on three Phoenix TV stations and makes tape for four radio stations. He even carries the front door keys to three TV stations so he can get in for early shows.

Layne also ran into Bob Ulrich and John Fox at a Yuma meeting of the western region of the National Farm Broadcasters of America. Bob is located at Davis...John at Riverside...both for the Univ. of Calif...both fairly new to the game.

At another stop, Layne attended the annual communication blast at the Univ. of Mo. About 65 registered. As "Inside..." announced some time ago, program was what a radio person might call "print oriented." Layne predicts that Joyce Cutright, new farm director at KWTO Springfield, is putting the arm on Dick Lee and Delmar Hatesohl to change that. Let us know how that turns out, folks.

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FAO HUNTING  
NORTH AMERICAN

At last minute, we received word of an FAO job opening...a Senior Information and External Relations Adviser to be stationed in Washington, D.C.

Person hired needs an ag journ degree...10 years experience in media public info. work, extensive and current contacts with North American info. media, and thorough knowledge and understanding of international agricultural, rural and general development issues. Salary varies from \$30,000 to \$37,000 with a cost of living allowance...and salary is tax exempt!

If interested, write Don Kimmel, Liaison Office for North America, 1776 F St., N.W., Washington, D.C. 20437. Applications, quoting Vacancy No. 747-LNOR must be sent to Central Recruitment, Personnel Division, FAA, Via delle Terme di Caracalla, 00100, Rome, Italy, by April 23.